

MAIL TO:  
Office of the Attorney General  
Registry of Charitable Trusts  
P.O. Box 903447  
Sacramento, CA 94203-4470

STREET ADDRESS:  
1300 I Street  
Sacramento, CA 95814  
Telephone: (916) 323-5079

WEB SITE ADDRESS:  
<http://ag.ca.gov/charities/>

## COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

### 2002 ANNUAL FINANCIAL REPORT

(California Government Code Section 12599)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:

653

G & M PUBLIC RELATIONS, INC.  
6255 CHERRY AVENUE  
LONG BEACH, CA

90805

Name and Address of Charitable Organization:

CT No. N/A F.E.I.N. No. 95-398-2067

Sacramento County Deputy Sheriffs Assoc.

Name of Charity

1211 N. Street, Suite D

Address of Charity

Sacramento, CA 95814-1912

City, State, and ZIP Code of Charity

National Campaign ☐

California Campaign ☒

Publication

(Type of Activity)

held (on) (from) January 1, 20 02 to December 31, 20 02  
(Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one)

Fee ☐ Percentage ☒

If other, provide brief explanation \_\_\_\_\_

Other ☐

#### 1. REVENUE

A. Cash contributions	<u>281,027.50</u>	A.
B. Entertainment sales or admission charges	_____	B.
C. Sales from products	_____	C.
D. Advertisement sales	_____	D.
E. Membership fees	_____	E.
F. Other sources: (Specify)		
a. _____	_____	Fa.
b. _____	_____	Fb.
c. _____	_____	Fc.
d. _____	_____	Fd.

#### G. TOTAL REVENUE

281,027.50

#### 2. EXPENSES

A. Fees or commissions	<u>5,986.99</u>	A.
B. Salaries	<u>134,691.75</u>	B.
C. Payroll taxes	<u>11,810.40</u>	C.
D. Employee benefits	<u>3,365.78</u>	D.
E. Cost of merchandise for resale	_____	E.
F. Cost of entertainment	_____	F.
G. Postage	<u>2,508.81</u>	G.
H. Advertising	_____	H.
I. Telephone	<u>13,079.21</u>	I.
J. Rental of equipment	_____	J.
K. Facilities charge	_____	K.
L. Permits	<u>113.65</u>	L.
M. Other expenses: (Specify)		
a. <u>Outside Labor</u>	<u>401.29</u>	Ma.
b. <u>Direct Mail</u>	<u>2,144.21</u>	Mb.
c. <u>Production of Publications</u>	<u>6,733.80</u>	Mc.
d. _____	_____	Md.

#### N. TOTAL EXPENSES

402065

231,597.18

N.

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3. Amount to Charity	49,430.32	3.
4. Less additional fund-raising expenses paid by charity (to be completed by charity)	-0-	4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s)	-0-	5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3)	49,430.32	6.

7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?

☐ Yes ☒ No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

(b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Signature of authorized officer (Commercial Fund-raiser) Printed Name Title Date

This report must be signed by two officers or directors of the charitable organization for verifying the distribution.

Sig: Jerry Moore President May 6, 03  
 Printed Name Title Date  
Marlin Weinberger Business Agent May 6, 03  
 Printed Name Title Date

402066

G & M Public Relations, Inc.  
Attorney General Report  
December 31, 2002  
Department #50

Direct      G & A      Total

50,761.29

This schedule is an addendum to form CT-2cf (04/97).

M e.	Office supplies and expense	16,175.88	5.76%
M f.	Office rent	13,578.53	4.83%
M g.	Employee recruiting	2,462.69	0.88%
M h.	Legal and accounting	3,332.93	1.19%
M i.	Insurance	3,913.67	1.39%
M j.	Payroll service	1,698.55	0.60%
M k.	Transportation/Auto	5,438.65	1.94%
M l.	Franchise Tax Board	1,281.89	0.46%
M m.	FIT Tax	1,389.98	0.49%
M n.	Computer expense	1,488.52	0.53%
		<u>50,761.29</u>	

RECEIVED  
MAY 6 2003  
Attorney General's  
Registry of Charitable Trusts

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